

Message Text

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ACTION COME-00

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R 200550Z JUN 74

FM AMEMBASSY TOKYO

T RUEHC/SECSTATE WASHDC 2747

INFO AMCONSUL OSAKA KOBE

UNCLAS TOKYO 8098

E.O.O. 11652: N/A

TAGS: BEXP, XX

SUBJECT: FOREIGN BUYER GROUPS - U.S. TRADE SHOWS

REF: STATE 16997, STATE A-2270

TOKYO 7169

SUMMARY: EMBASSY WILL PROMOTE JAPANESE ATTENDANCE AT SIX
U.S. SHOWS VIA SLIGHTLY MODIFIED PROGRAM. END SUMMARY.

1. EMBASSY MOST ENTHUSIASTIC ABOUT SUBJECT PROGRAM TO PROMOTE
VISITS OF JAPANESE BUYERS TO U.S. TRADE SHOW.

2. SPECIFICALLY INTERESTED IN SUPPORTING FOLLOWING SHOWS
LISTED REPAIR:

(NUMBER OF BROCHURES NEEDED IN PARENTHESES)

NATIONAL HARDWARE SHOW (200)

3RD INT'L POLLUTION ENGINEERING EXPO

AND CONGRESS (200)

WESCON '74 (100)

INT'L GRAPHIC ARTS EXPO (100)

NATIONAL HOUSEWARES EXHIBITION (100)

1975 NATIONAL COMPUTER CONFERENCE (100)

3. IN ADDITION, EMBASSY WILL PUBLICIZE AMERICA HEALTH
CONGRESS, PACKAGING EXPOSITION IN COMMERCIAL NEWSLETTER,
(MONTHLY CIRCULATION ABOUT 6,000) INVITING INTERESTED
READERS TO CONTACT EMBASSY FOR ADDITIONAL INFORMATION.

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WOULD THUS APPRECIATE 50-100 BROCHURES EACH SHOW.

4. IN VIEW OF LARGE NUMBER POTENTIAL BUYERS FOR SHOWS LISTED PAR. 2 ABOVE, EMBASSY PROPOSES FOLLOWING PROMOTION PROGRAM:

A) PUBLICATION IN COMMERCIAL NEWSLETTER (IN JAPANESE) OF INFORMATION FURNISHED BY COMMERCE AND SHOW AUTHORITIES, INVITING INTERESTED READERS TO CONTACT EMBASSY FOR FURTHER INFORMATION. RESPONDENTS WOULD RECEIVE INVITATION LETTER, RETURN CARD, AND SHOW INFO.

B) PERSONAL CALLS ON MAJOR RELATED ASSOCIATIONS, SEEKING ASSISTANCE IN PUBLICITY AND DISTRIBUTION OF INVITATION LETTERS, RETURN CARDS AND SHOW INFO.

5. EMBASSY WOULD BE UNABLE UNDERTAKE MAJOR LIST BUILDING EFFORT, GIVEN LIMITED RESOURCES. HOWEVER, BELIEVE ACTIVITIES OUTLINED PAR. 4 ABOVE WILL PROVIDE SAME RESULT. PLEASE ADVISE.

6. IF AT ALL POSSIBLE, SHOW AUTHORITIES SHOULD PROVIDE JAPANESE LANGUAGE FLYERS. ALSO, 12 WEEK LEAD TIME CONSIDERED MINIMAL BASED ON USTS NORMAL PROMOTION LEAD TIME REQUIREMENT AND ADDED FACTOR OF ASKING JAPANESE BUSINESSMEN TO PLAN TRIP TO U.S.
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